

Listing of Claims:

1-52. (Cancelled)

53. (Currently Amended) A content distribution control system comprising
a network;
a mobile terminal configured to receive a datagram through the network, the datagram
comprising a header portion and a payload portion including data content; and
a content creation tool configured to determine a level of protection from a plurality of
levels of protection for data content, the level of protection indicating which of a plurality of
individual user selectable operations are permitted for the data content by user selection at the
mobile terminal, the content creation tool being further configured to include indicia data in the
datagram to be supplied through the network to the mobile terminal, the indicia data representing
indicating the determined level of protection for the data content,
the mobile terminal further comprising a processor configured to determine compare, for
each possible level of protection indicated by the indicia data, the indicia data in the received
datagram to a set of conditions representing a set of allowable and prohibited operations in
relation to the data content, and to control individual user selectable operations for the data
content at a userthe mobile terminal according to the level of protection indicated by the indicia
data based on said comparison.

54. (Previously Presented) A system as claimed in claim 53 comprising a communications link
providing said content creation tool with access to the network.

55. (Currently Amended) An apparatus comprising:

a memory for storing a received datagram, wherein the datagram comprises data content
and indicia data, wherein the indicia data representsindicates a level of protection from a
plurality of levels of protection for the data content;

a processor configured to determine compare, for each possible level of protection indicated by the indicia data, the indicia data in the received datagram to a set of conditions representing a set of allowable and prohibited operations in relation to the data content, representative of a level of protection from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the apparatus, and

a user interface, wherein the processor being is further configured to control individual user selectable operations for the data content at the user interface according to the level of protection indicated by the indicia data based on said comparison.

56. (Previously Presented) An apparatus as in claim 55, wherein the indicia data comprises a value indicative of a control or copyright class.

57. (Previously Presented) An apparatus as in claim 55, wherein the indicia data is encrypted.

58. (Previously Presented) An apparatus as in claim 55, wherein the apparatus is a mobile telephone handset.

59. (Previously Presented) An apparatus as in claim 55, wherein the datagram being received in the form of a short message.

60. (Previously Presented) An apparatus as in claim 55, wherein the data content comprises a ringtone.

61. (Previously Presented) An apparatus as in claim 55, wherein selectable operations for the data content comprise at least one of viewing, storing, deleting and forwarding the data content.

62. (Previously Presented) An apparatus as in claim 55, wherein said apparatus comprises a volatile memory and a non-volatile memory and said user selectable operations for the data

content comprise transferring the data content from said volatile memory to said non-volatile memory.

63. (Currently Amended) A method comprising:

~~determining by a level of protection, from a plurality of levels of protection, a level of protection for data content, the level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at a terminal;~~

~~transmitting including indicia data in a datagram to be supplied through a network to the terminal, the datagram comprising indicia data, a header portion, and a payload portion comprising data content, wherein the indicia data indicates the level of protection and wherein the indicia data is configured to be compared by the terminal to a set of conditions representing a set of allowable and prohibited operations in relation to the data content for each possible level of protection indicated by the indicia data;~~

~~transmitting the datagram to the terminal.~~

64. (Currently Amended) A method comprising:

receiving, at a terminal, a datagram comprising a header portion and a payload portion comprising data content ~~through a network at a mobile terminal~~;

~~determining comparing, by at the terminal, indicia data in the received datagram to a set of conditions representing a set of allowable and prohibited operations in relation to the data content for each possible level of protection indicated by the indicia data, wherein the representative of a level of protection is configured to be selected from a plurality of levels of protection for the data content, each level of protection indicating which of a plurality of individual user selectable operations are permitted for the data content by user selection at the terminal; and~~

~~controlling, at a user interface of the terminal, individual user selectable operations for the data content in accordance to the level of protection represented indicated by the indicia data based on said comparison.~~

65. (Currently Amended) A method as in claim 64, wherein said user selectable operations comprises-comprise transferring the data content from a volatile memory of said terminal to a non-volatile memory of said terminal.

66. (Previously Presented) A method as in claim 64, wherein the indicia data comprises a value indicative of a control or copyright class.

67. (Previously Presented) A method as in claim 64, wherein the indicia data is encrypted.

68. (Previously Presented) A method as in claim 64, wherein the datagram being received in the form of a short message.

69. (Previously Presented) A method as in claim 64, wherein the data content comprises a ringtone.

70. (Previously Presented) A method as in claim 64, wherein selectable operations for the data content comprise one or more of viewing, storing, deleting and forwarding the data content.